

As a station manager for two radio stations in western Kansas, I can tell you that LOCAL is almost our entire focus for our operation.

The economy in western Kansas is entirely based upon agriculture. KXXX, 790, is the 5,000-watt Voice of the Golden Plains. All of our programming from 6 AM to 2 PM is locally-produced.

KXXX has a full-time farm director that reports on local agricultural issues every weekday.

Regional farm reports from Nebraska, Kansas, and Colorado air daily. Our listeners expect local coverage and will always receive local coverage.

Our FM station, KQLS is a music station with a live DJ in the mornings that covers local happenings and community news. Our station also broadcasts the local high school games and features three local sports talk shows per week.

Our severe weather coverage won an award from the Kansas Association of Broadcasters in 2004. More than 400 hours of severe weather manpower hours were logged this year alone!! We take our commitment for up-to-the-second weather coverage VERY seriously!!!

Our auction block reports let cattle ranchers know where they can buy cattle every day. If you came to western Kansas and heard these reports from sale barn operators - you would say "That's Local".

KXXX / KQLS is proud to say that LOCAL is why we are the dominant media outlets on the Golden Plains!!!

Mike Fell
General Manager
KXXX / KQLS
Colby, Kansas
(785) 462 - 3305